

WAVE 3 TV - Louisville, Kentucky

LOCALISM REPORT OCT 2004

WAVE3 does so much locally it would be impossible to list it all. This represents a sampling. WAVE's slogan is Coverage, Community, Commitment and WAVE3 meets this mission every day.

LOCAL NEWSCAST:

WAVE 36 hours Newscast every week; 6 hours every day, 3 hours Saturday and 3 hours Sunday. Plus 6 hours public affairs programs weekly: Live WAVE3 LISTENS 5 hours a week (M/F 10-11AM) political program HOT BUTTON (30 minute Sundays 11A), and teen program IT'S YOUR LIFE (30 minutes Sundays 11:30A) every week.

Local News accounts for approximately 21% of weekly programming
Local News, WAVE3 Listens, Hot Button and It's Your Life accounts for approximately 25% of weekly programming. These figures do not take into consideration breaking news, special reports, political debates, event programming, public service announcements.

LOCAL PUBLIC AFFAIRS:

WAVE 3 LISTENS: with WAVE talent, airs live M/F 10-11AM, with guests and call-ins. From WAVE studios or on remote sites (approximately twice a week) in the community. Focus is on many of the issues and events of our community. Many of our public service projects are promoted during this program with live interviews. Viewers may call in to discuss **any** issue they want. The Louisville Mayor is a guest once a month, taking calls from viewers. We cover medical, race relations, police issues; any issue that's in the news or that viewers want to discuss.

WAVE 3 HOT BUTTON: (Political Issues)

Sunday from 11:00 – 11:30am WAVE 3 News anchor Scott Reynolds moderates a pre-recorded counterpoint current events program presenting both sides of timely political issues. The program features the personal political views of a liberal Democrat and a conservative Republican.

"IT'S YOUR LIFE" TEEN PROGRAM ON WAVE 3:

Each Sunday (11-11:30AM) WAVE 3 news anchor Chris Parente hosts a locally produced 30-minute program featuring the activities and opinions of local high school students. This public service program focuses on the many community projects and

events in which our local teens are involved as well as unedited discussions about the concerns and interest of today's young adults.

VIEWER'S INTERESTS are of prime concern to WAVE. We read and answer all emails; we often read e-mails from viewers on our 5:30PM News; we conduct polls on our website and give the responses on our news. Our WAVE3 LISTENS program offers daily opportunity to viewers to voice opinions on any subject. Viewers concerns are reflected in our many specials and community involvement.

WAVE's General Manager is on many civic boards: The Metro United Way, The Louisville Red Cross, Kentucky Broadcasters Association, University of Kentucky Alumni Board, Kentucky Derby Museum Board, Kentucky Derby Festival Board, NBC's Affiliates Board, Lincoln Heritage Council Executive Board, Louisville Crime Stoppers Board, Leadership Louisville Foundation Board, Jefferson County Public Education Foundation, and the Advertising Federation of Louisville Board. WAVE's Operations Manager is on the board of Court Appointed Special Advocates (CASA), an advocate for children in the court system.

EQUIPMENT

WAVE has 12 photographers, and thus 12 cameras, 12 cars, 5 live ENG Vans, 1 satellite truck, and 1 helicopter, all to provide on-the scene, live breaking news, weather, traffic, emergencies. WAVE monitors EAS system 24-7. WAVE broadcasts all amber alerts. Weatherwise, WAVE owns its Doppler Radar with level 2 data and automatic weather alerts.

WAVE 3 JOB LINK MONDAYS:

WAVE 3 received an award of appreciation from the Kentucky Office of Employment and Training October 18, 2004, during the Job Link live Monday News, as a phone bank operators took calls from viewers. OET Executive Director Dr. Penny R. Armstrong said "WAVE 3 TV is providing a wonderful service to the Kentuckiana area."

In October of 2003 WAVE 3 News began working with the Kentucky Office of Employment and Training (OET) on sponsoring a phone bank in our television studio every Monday from 5-7:00pm. This program, which is promoted with live reports during our local newscasts, links potential employers with qualified employees. So far, more than 3,000 people have called with 311 confirmed hires through this service. According to the OET estimates the average entry-level wage for new hires is about \$23,000 a year, which generates an estimated \$7.15 million a year back into the economy. Viewers can access thousands of job openings through both the OET and WAVE-TV employment databases.

WAVE 3 TROUBLESHOOTER COMMUNITY TOUR:

WAVE-TV consumer unit is coordinating a weekly effort to bring representatives from 15 different agencies to a variety of locations around our viewing area. During our live

newscasts from 5:00-6:30pm the WAVE 3 Troubleshooter will encourage residents to come to these locations and talk to the experts about their specific consumer problems. The TROUBLESHOOTER disclosed the story of a blind lady who was a victim of a scam, buying a home that was literally falling apart. Not only did WAVE report the story, but the community was so moved they helped the woman rebuild her home with companies providing and installing new electrical wiring, plumbing, windows, doors, carpeting.

THE SALVATION ARMY ANGEL TREE:

For the past 21 years WAVE 3 has worked with the Salvation Army to help needy children in our community receive Christmas presents of toys, clothes and grocery store certificates for Christmas dinner. Viewers are encouraged to select a paper angel with a registered child's name on it at the Angel Tree locations in local shopping malls. Participants then shop for these children to provide Christmas gifts that are returned to the malls and distributed by the Salvation Army in time for Christmas. In 2003 more than 18,500 children needed help for Christmas. The Salvation Army estimates the average expenditure per child at approximately \$75. That means this program generates about \$1,387,500 in local retail sales for these needy children. As an additional effort to raise funds to provide Christmas gifts, WAVE 3 conducts an "Angel-a-thon" which is a telethon from 6am until 6:30pm with live announcements encouraging viewers to donate money. In 2003 more than \$115,000 was raised to help the kids in our community. Working with local Kroger grocery stores, \$182,000 was also raised to provide Christmas dinner for these children and their families. All together that gives this program an economic impact of \$1,684,500.

MAKING STRIDES AGAINST BREAST CANCER

Working with the American Cancer Society, WAVE 3 TV has taken this national annual event to a much higher level. In 1998 this event raised \$80,000. In the past five years WAVE 3 News anchors Jackie Hays and Dawne Gee have taken their personal family experiences with breast cancer and have totally embraced this event. As the emcees of the kick-off breakfast to leading the walk itself, Jackie and Dawne have given this event their personal commitment to encourage our viewers to get involved and raise money. In 2003 more than 8,000 people participated in Making Strides Against Breast Cancer raising nearly \$600,000 in the Louisville market. **BUDDY CHECK 30-minute program** aired 10/13/04 encouraging women to do monthly breast exams and to get yearly mammograms.

RED CROSS BLOOD DRIVES:

WAVE 3 has been very supportive of the American Red Cross Blood Drives. In addition to our local news coverage when blood supplies become dangerously low, WAVE 3 has sponsored some the Red Cross' major Blood Drives during the Fourth of July weekend and after Christmas. WAVE 3 Meteorologist John Belski has always been supportive of the Red Cross and promotes many of their blood drive locations throughout the year within his local weather forecasts.

RED CROSS-A-THON:

In January WAVE 3 joins forces with the American Red Cross to present the Red Cross-a-thon. While some money is collected from telephone donations, the event is more of an awareness builder for the many different services that the Red Cross has to offer. WAVE 3 conducts many live interviews within local newscasts and during segments throughout the day beginning at 10am until 8pm.

METRO UNITED WAY DAY:

Much like WAVE 3 has done for the Salvation Army Angel Tree and the American Red Cross, this fall we conducted a day long phone-a-thon with live, local cut-ins featuring interviews with United Way agencies and recipients to educate the public on the variety of services our local Metro United Way provides. This was strategically scheduled to occur at the beginning of their major, annual fund drive. The local broadcast segments were presented between 6:00am and 8:00pm, and **a live studio special 7:30-8P on October 19, 2004.**

CANCER SUMMER CAMP:

WAVE 3 News Anchor Dawne Gee encourages our viewers to donate the flip tops from aluminum drink cans. These flip tops are sold to a local recycling center to raise money for the Indian Summer Camp, which invites children with Cancer to escape from the reality of radiation and chemo treatments, and enjoy a week at summer camp just like healthy kids would do.

FAMILIES FOR FATHERS:

In an effort to raise awareness for men over 50 years old to be tested for Prostate Cancer, WAVE 3 TV initiated this event with local businesses and cancer-related charities in 2003. For the past two years, families are encouraged to join their fathers in a simple 3 mile walk from Papa John's Cardinal Stadium to Churchill Downs and back. Participants are served free water and pizza while learning more about the importance of early screening and detection. More than 120 men were privately screened for Prostate Cancer at the event. WAVE-TV gave a substantial amount of airtime in :30 PSAs and local news reports to stress the importance of early detection and successful survival rates.

TRIBUTE TO THE TROOPS SIGNS:

Working with a local grocery store chain WAVE-TV promoted the sale of yard signs which read: "Support our Troops and their Families." These signs were sold for \$5 and \$4 of that went to the Association of the United States Army (AUSA). This organization raised more than \$120,000 to help the families left behind when their husbands or wives were called up for active duty in the Middle East. The AUSA used this money to help these families with car repairs, utility bills, groceries and other daily expenses.

COLLECTING COATS FOR WARMTH:

In November WAVE 3 works with Krispy Kreme donuts and Sam Meyers Dry Cleaning in encouraging viewers to donate new or slightly used winter coats in exchange for a

dozen Krispy Kreme donuts. In 2003 more than 1,000 coats were donated by local viewers, dry cleaned by Sam Meyers and then distributed to local charities for homeless and indigent people to wear during the cold winter months. The hosts of WAVE 3's morning talk show WAVE 3 Listens were the spokespeople for this event.

MDA: MUSCULAR DYSTROPHY ASSOCIATION TELETHON airs annually on WAVE over Labor Day Weekend, with live WAVE cut-ins and the final hour live from WAVE. **WAVE broke a record in 2004 pulling in over \$500,000 pledges locally.**

LOCAL Severe Weather coverage is a must for WAVE and has been credited with saving lives during severe weather. **WAVE 3 was honored in September 2004 by the Louisville Red Cross with the 2004 Community Humanitarian Award, thanking WAVE for helping them raise more than \$100,000 dollars for tornado and flood victims.**

WAVE3.com Website and the Community:

The "Community" page on WAVE3.com lets virtually anyone in the community post their event for the public to see.

The "Community" page also features other important information, like special announcements from the city on where to drop off waste and debris caused by recent storms; information on blood drives; sign-up forms and information for a number of 'walk-a-thons' to raise money to find cures for everything from diabetes to breast cancer to leukemia. When WAVE 3 personalities are involved in such events, their names and photos are featured prominently on the community page as well. (Most recent example: "Making Strikes Against Breast Cancer Walk" for 10/24.)

Currently, the Community page (as well as the home page) also features a link to visit the Metro United Way website and another link that lets users volunteer for group or individual projects.

POLITICAL PROGRAMMING

DEBATES: WAVE TV invited candidates in three federal elections to debate: Kentucky Congress 3rd District, U-S Senate-Kentucky, Indiana Congress 9th District. Only the candidates in the Indiana Congressional race agreed to appear, in a debate simulcast on WAVE TV and WTIU in Bloomington, Indiana and WNIN in Evansville, Indiana. The 60-minute debate was broadcast live from 7:00-8:00 pm on Wednesday, October 20. In the 3rd Congressional district race in Kentucky, the Democratic candidate, Tony Miller, declined our invitation. The Republican incumbent, Anne Northup, accepted. However, we re-broadcast the Kentucky Educational Television debate on that race on Saturday, October 23rd, from 8:00-9:00-pm. Additionally, we arranged to have the Democrat and Republican candidates in that congressional race appear separately for a

30-minute live interview on WAVE TV from 7:00- 7:30pm on successive nights; October 26-27.

The invitation to the candidates for the U-S Senate from Kentucky to debate was declined by the Republican incumbent, Jim Bunning. WAVE TV worked with the League of Women Voters in an attempt to host that debate, but Bunning declined. We did not extend an invitation to his opponent, Dan Mongiardo, to appear separately.

FREE AIR TIME: “MEET THE CANDIDATE” -- WAVE TV invited more than 75 area candidates to come to the station to record a 60-second statement about their candidacy. More than 70 accepted the invitation. These included seven candidates for Congress, twenty one candidates for the Kentucky House and Senate, eighteen candidates for the Metro Council, ten candidates for the local school board and a dozen candidates for various judicial seats. Each statement ran two times in different time segments during WAVE TV newscasts. Additionally, all of the statements were placed on our web page, where visitors could read a brief description of each candidate (metro council and legislative candidates were also to respond to a questionnaire on a few issues), and view the video tape statement of each candidate.

POLITICAL ISSUES: WAVE TV news seeks out candidates to respond to issues in the news, such as the War in Iraq, prescription drug costs and other healthcare issues as well as economic issues such as tax cuts and the federal budget deficit. Political issues are also discussed during our weekly political talk show, "**Hot Button.**" (description above) This show features a main male news anchor, Scott Reynolds, and local conservative and liberal advocates discussing national and local politics. The show airs immediately after Meet the Press.

NEWS COVERAGE: WAVE TV News regularly covers appearances and news conferences by candidates, particularly those running for Congress and the U.S. Senate. We cover speeches, debates and political rallies where candidates are speaking. Examples: The Fancy Farm political picnic in western Kentucky on Saturday, August 7th, featured speeches by candidates for U S Senate and Congress; 3rd District Congressional Forum at the Louisville Forum on October 15; Third and Fourth district Congressional debates in Lexington, Kentucky on October 18; Ninth Congressional district debate in Bloomington, Indiana on October 20; speech to Rotary Club by Senator Jim Bunning on October 20. In the course of regular news coverage, we have covered more than a dozen scheduled news conferences where candidates make statements on issues.

WEB SITE: wave3.com has an extensive collection of news stories and candidate information for our web visitors. More than 70 candidate profiles and video-taped statements are available for those interested in learning about local candidates with profiles of candidates for state representative, senate seats, local council races, school board and judge positions. We offer links to Congressional and Presidential candidate web sites. We also link visitors to local sites where they can determine where they vote. At the click of a mouse, users can link to the candidates' answers to where they stand on local issues, and some profiles come complete with videotaped statements from the

candidates. WAVE3.com's political section also contains: streaming video of "Hot Button" – WAVE 3's weekly political debate program featuring a liberal and conservative point of view; and polls on controversial topics

WAVE airs coverage of live two week festivals of **the KENTUCKY DERBY FESTIVAL** attended by more than 1 million people, terrific financial impact on community. WAVE covers thru news and live local programming. **THUNDER OVER LOUISVILLE** is an all day military and private air show followed by the largest Fireworks Show in North America. WAVE covers it yearly, and was the exclusive station for 2004.

MUSIC arena is involved in the WAVE3 LISTENS program, IT'S YOUR LIFE teen program, WAVE3 SUNRISE program. WAVE produces SOUNDS OF THE SEASON each December, feature musical presentations by area students from middle and high schools in the area; WAVE News often covers school's plays, the Kentucky Center's concerts, the Louisville Orchestra, special artists in the community.

KIDS programming on WAVE: In addition to 3 hours weekly of NBC's Discover Kids programs, WAVE airs IT'S YOUR LIFE (description above), and seasonally the Connect With Kids program. WAVE's news people do numerous speaking engagements at schools, provide job shadowing of their news people for youth, station tours for kids of all ages. WAVE is proud of LEADERSHIP SCHOLARS programs, whereby high school students are awarded scholarships in conjunction with Papa John's Pizza. Each Friday night, WAVE covers live high school basketball teams (Hot Hoops) and high school football games (Touchdown Friday Night). WAVE produces SOUNDS OF THE SEASON each December featuring musical presentations by youth of the area.

Kids and WAVE3 web page:

The WAVE3.com "Education" link gives viewers access to wide-ranging information including:

- School bus routes
- Online homeworker helper
- Going back to school safely
- Leadership scholars – names of winners of Leadership Scholars sponsored by Papa John's and WAVE 3
- Links to the home pages of area schools
- Links to the Jefferson County Public Schools "Everyone Reads" Program
- "Class of Kentucky" – A statewide program honoring 330 of Kentucky's brightest sophomore and juniors
- "Guide to Applying to College"
- Information on childhood allergies, and information on immunizations needed for children going back to school

More on WAVE3.com website

WAVE's WEBSITE and Links: (wave 3.com) allows viewers to communicate their views regarding any community issue. They can contact individual reporters, the internet producer and director and various newsroom personnel either directly through email or through special forms on the site. Viewers can even directly email the Station Manager, Operations Director and News Director.

In the 3rd Quarter of 2004, WAVE's website had 6,004,788 total page-views, with 171,553 number of average unique viewers per month.

News Links: We feature reports from WAVE news reporters covering a wide variety of issues including political, governmental, educational, parenting, youth, race relations, police image, and any current issues in the news.

ASK WAVE 3 Link allows viewers to email a question directly to our WAVE 3 anchors and producers to be answered on the air. Almost every question was answered in 3Q 2004.

The WAVE 3 Listens link lets viewers give and receive information on WAVE 3 Listens program and any issue they wish to express their views.

Message Board Section: Let's website users create their own forum identity and password and gives them the ability to communicate with each other via private messages on the WAVE 3 site or through instant messaging programs. In the 3rd Quarter of 2004, 932 registered forum users posted thousands of messages on news topics including: Mike Tyson fight in Louisville; the upcoming presidential election and local elections; casualties in the war on terror; the military draft; public transportation; terrorists killing school children in Russia; Martha Stewart's trial and sentence; child support; the possibility of a teachers strike over insurance benefits; rising gas prices; the trial and verdict of a former Louisville cop charged with murder for fatally shooting a drug suspect in the back; the controversy surrounding bogus documents from President Bush's service in the National Guard; possible racism on UofL campus; liquor sales on Sunday; and the continuing battle between residents and bars and restaurants along the Baxter Avenue corridor.

Kid Safe Sites. Under our Community link, we have links to other web sites called "Kid Safe Sites."

Help Find Missing Children link displays the faces and information about missing children in the area.

Parenting Connection: special link on Parenting Tips: has information on raising children.

Consumer Section/ Scams: Viewers have access to the latest news from Consumer Reports, product recalls, scams

Louisville Law & Order on WAVE3 News, is also featured on the website., with Metro police officers, featuring unsolved crimes and information

Crimestoppers: Link to Kentucky Crimestoppers, provides links and phone numbers to law enforcement agencies within certain stories.

Links to FBI's Most Wanted List, Crime Reports

WAVE 3 Investigators section allows users to quickly access crime stories covered by WAVE 3 Investigators James Zambroski, Eric Flack and Connie Leonard.

VINE (Victims Automatically Notified When Criminals Are Released)

Tax Guide: Links to information on revisions to tax laws, and 2004 tax guide.

Jobs on Line: posts local job availabilities. WAVE 3 Job Link Monday: Job Link Monday on-air continued to work with WAVE 3.com's Job Link to help place dozens of people in new jobs.

Money: Section with current mortgage rates and list of local lenders; how to clean up a messy credit report; seven steps to getting out of debt; explanation of a credit report; 401(k) and other plans explained; tips for saving on insurance premiums; tax breaks for home sellers.

Health and Medical Information: WAVE 3 continues to post stories on health and medical issues, including calls for the community to participate in walks to raise money for diabetes and cancer research. Dozens of stories were also posted concerning blindness caused by diabetes; experimental cancer drugs; flu shot vaccine availability; diabetic neuropathy; new procedure to repair hearts with holes; implanted lens that can improve blurred vision; recognizing vague heart attack symptoms. Also, links are posted to the Centers For Disease Control; the 2004 Immunization Schedule; Red Cross; Food Allergy Network; and Kentucky Regional Poison Center.

Community Link gives information on community events and various community causes and includes a Community Calendar that viewers can use to post their own events as well as a photo gallery where viewers can post their pictures of interest.

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